Clmpto cc

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1.   A method of determining a price associated with a secondary address to be used as an alias for a primary address identifying a remote data object on a computer network, said
5   method comprising the step of:
        using a length algorithm whereby shorter secondary addresses are associated with higher prices.

2.   A method as claimed in claim 1, wherein said length algorithm provides a relationship
10   whereby price is inversely proportional to length of a secondary address for at least a range of secondary address lengths.

3.   A method as claimed in claim 1, further comprising the step of:

      using a relevance algorithm whereby secondary addresses determined to

have a pre-existing relevance to users are associated with higher prices.

4.   A method as claimed in claim 1, further comprising the step of:

      using a duration algorithm whereby a secondary addresses are allocated to

be as said alias for a predetermine use period whereby longer use periods are

associated with higher prices.

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5.   A method as claimed in claim 4, wherein said duration algorithm provides a relationship whereby price is proportional to use period of a secondary address.

25   6.   A method as claimed in any one of the preceding claims, wherein said secondary address is formed of numeric characters.

7.   A method as claimed in claim 6, wherein an address prefix formed of alphanumeric characters is concatenated with said secondary address to form an internet URL address.

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8.   A method as claimed in claim 7, wherein said address prefix is a common address prefix that is an internet URL address for a mapping server operable to map said secondary address to said primary address.

9.   A method as claimed in claim 1, wherein said remote data object is an internet web page.

10.   Apparatus for determining a price associated with a secondary address to be used as an
5   alias for a primary address identifying a remote data object on a computer network, said apparatus comprising:

     length pricing logic using a length algorithm whereby shorter secondary addresses are associated with higher prices.

10   11.   Apparatus as claimed in claim 10, further comprising:

     relevance pricing logic using a relevance algorithm whereby secondary addresses determined to have a pre-existing relevance to users are associated with higher prices.

12. Apparatus as claimed in claim 10, further comprising:

duration pricing logic using a duration algorithm whereby a secondary addresses are allocated to be as said alias for a predetermine use period whereby longer use periods are associated with higher prices.

13. A computer program product storing a computer program for controlling operation of a computer to determine a price associated with a secondary address to be used as an alias for a primary address identifying a data object on a computer network, said apparatus comprising:
length pricing code using a length algorithm whereby shorter secondary addresses are associated with higher prices.

14. A computer program product as claimed in claim 13, further comprising:
relevance pricing code using a relevance algorithm whereby secondary addresses determined to have a pre-existing relevance to users are associated with higher prices.

15. A computer program product as claimed in claim 13, further comprising:

duration pricing code using a duration algorithm whereby a secondary addresses are allocated to be as said alias for a predetermine use period whereby longer use periods are associated with higher prices.